

PROGRESS REPORT  
OFFICE OF DEVELOPMENT  
SUBMITTED TO:  
ASPIRA, INC. OF NEW JERSEY  
BOARD OF DIRECTORS  
June 13, 1995

I. PROPOSALS

The following are donations received in response to proposals sent in May and June.

Sandoz Pharmaceutical Corp.	\$2,000. (increase of \$1,000 over 1994)
Edwards and Kelcey, Inc.	500.
Matsushita	1,000.
Merrill Lynch	2,000.

Since the last Board of Directors meeting, the major portion of the fund development director's time has been given over to researching and preparing corporate funding information for use by the Board of Directors at the Annual Retreat. Information will consist of a corporation-by-corporation breakdown of **Overall Potential, Areas of Interest, Types of Support, Giving History with ASPIRA, and Comments and Suggestions for Future Approaches.**

In addition, an alphabetical listing of each corporation's officers and trustees has been prepared so that Board members may look for opportunities for personal contact.

Another portion of time was spent in preparing the application for participation in the **Partners in Philanthropy**. Now in its fourth year, the **Partnership In Philanthropy** has provided 32 organizations with 90 hours of consultation by professional fund raising executives at no cost to the non-profit. Twelve organizations will be chosen to participate in the consulting program. Four additional organizations will be designated as alternates. Alternates automatically join the consulting program the following year. Organizations will be notified by July 1995.

#### V. CHAIRPERSON'S REPORT

Carlos Alma, Chair, reported that the meeting with the Perth Amboy Friends of ASPIRA has been delayed.

The ASPIRA Foundation had a meeting with Banco Popular and Corestates. There will be discussion of refinancing the building.

A credit card with the ASPIRA logo is being investigated as a possible means of raising funds. This would mean that a certain percentage of purchases made with card would be diverted to ASPIRA. Carlos will report more on this method after consulting with National ASPIRA (who owns the logo) and banks. (This fund raising idea has nothing to do with the re-financing of the building.)

Carlos spoke with Angelo Gonzalez, Executive Director of La Casa de Don Pedro, about possible joint ownership of a MacDonald's franchise by the four Latino agencies in Newark. Carlos will keep the Board informed about the feasibility of a franchise.

Carlos reported that the Elizabeth Friends of ASPIRA have set aside \$35,000 in CDBG money to establish a program in Elizabeth. The Board feels that at least \$50,000/year for 3 years would be necessary to establish program there.

Carlos will give Mr. Treffinger, Essex County Executive, a list of trustees from corporations to see if he can identify anyone who will meet with ASPIRA representatives to discuss program and funding.

A float for the Puerto Rican Day Parade has been purchased by Blue Cross/Blue Shield and will be available for use by ASPIRA. Board members commented that the parades in Jersey City, Trenton, and Newark need organization and Board support.

Because of Roberto's absence due to the illness of his father, the budget will be sent to Board members when he returns from Puerto Rico.

#### VI. Elections

Elections for Board officers and committee chairs were held. Nominations were heard and all members were elected by acclamation. Incumbent Carlos Alma was nominated for Board Chair but declined. The following is the result of the election:

Chair of the Board - Noemi Valazquez  
Secretary - Mercedes Del Valle-Rana  
Treasurer - Hector Ortiz  
Personnel Chair - Gene Calderon  
Program Chair - Hector Bonilla  
Development Chair - Carlos Alma

Margaret Rosario-Rivera moved that in the event the treasurer is not available to sign checks, the development officer, Carlos Alma, will be the fourth signatory in addition to the Executive Director, the Chair, and the Treasurer throughout the fiscal year 1995-1996. Motion was seconded by Gene Calderon and carried. The need for the additional signatory is due to the fact that Hector Ortiz, treasurer-elect, is not available for signing checks during the day and Carlos Alma is close to the office.

#### VII. Committee Reports

Program Committee: It was brought to the attention of the Board that no vote was taken on the recommendations contained in the "Evaluation of ASPIRA Sites in Hudson, Passaic and Middlesex Counties, issued May 1, 1995, by Hector Bonilla and William Cruz. Though there was a general consensus that the recommendations be accepted, the Board asked that the committee revise the recommendations to allow more flexibility in implementing them. The committee will make these revisions and fax them to Board members.

#### VII. New Business

Martha Daly reported that ASPIRA will apply to the Partnership for Philanthropy for consultation services. If selected, ASPIRA will have the services of a fund raising expert for the next nine months.

Carlos Alma called for help with the upcoming Board Retreat. Margie and Willie will contact speakers.

#### ANNOUNCEMENTS:

Hector Bonilla is making plans for a fund raising dance to be held sometime in mid October in the Terrace Ballroom of Symphony Hall. Willie Colon's band will play. The Board pointed out the importance of making sure this event does not detract from the racetrack event which will also take place in the Fall.

Margaret Rosario-Rivera moved that special recognition and thank be given to the Student Advisory Board for the Student Leadership Award Banquet. She attended the event and found it to be professional and well organized with an excellent program. She described it as being the best activity in recent years. The motion was seconded by William Cruz and carried.

IX. Adjournment

The meeting was adjourned at 8:30 p.m.